



FAX

Date 4/1/98

Number of pages including cover sheet 2

TO: Ginger
Quick Chek Food Stores

Phone

Fax Phone 908-534-9216

FROM: G. N. Kuruc, Jr.
R. J. Reynolds Tobacco
Company
400 Raritan Center
Parkway
Edison, NJ 08837

Phone 732-225-4774

Fax Phone 732-417-9076

CC:

REMARKS: ☐ Urgent ☒ For your review ☐ Reply ASAP ☐ Please Comment

Attached is an information sheet regarding WINSTON's \$.70 off 2 Pack Offer, and the "NO Bull" 5 second round promotion.

Your stores will be receiving Round 2 materials this week to include the following:

- Easel card with sweepstakes ballots (entry forms)
- Poster
- Letter from Winston
- Change mat (with announcement)

Please call me if you have any questions.

51847 1179

70¢ off with 2-pack purchase.

- America's biggest sweepstakes – the No Bull 5 – keeps racing along.



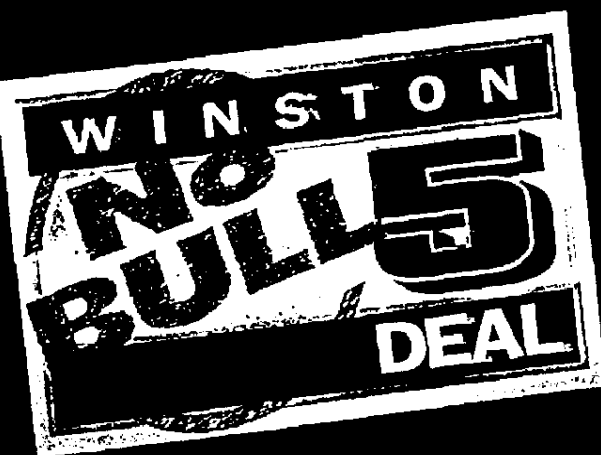
Get in the race.

**Win
\$1,000,000.**

- Proven traffic builder – special offer of 70¢ off with 2-pack purchase, plus bonus book.

- Available in King Size Full Flavor and Lights Box styles.

- Support materials include eye-catching counter display and paster.



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Manufacturer's price promotion
not available with this offer.

PTD IN USA

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